EXTENDED
PROTECTION PROGRAM INSIDE

How to keep the 20th Century's greatest audio breakthrough performing into the 21st.

The Sony Partnership®

Welcome to the world of Sony digital audio.
It is without a doubt this century's most significant advancement in audio reproduction.
As the proud new owner of either the Sony Discman® Portable Compact Disc Player or Sony Portable CD System you have the opportunity to guarantee years of listening enjoyment.
We at The Sony Partnership® have developed a unique protection plan that goes beyond conventional programs.
The Partnership is a protection plan plus more!

An Audio Protection Plan Designed as Well as Our CD Players.

The latest in audio technology deserves a protection plan that ensures its continued enjoyment. And that's why we've custom designed a program as carefully as we've designed our players. The first benefit in The Sony Partnership is an extension of your one year parts 90 day labor warranty. That means your Sony CD Player is *covered for two full years from the date of purchase.* (Only the CD player in the Sony Portable CD System is covered under this program). But as we've already said, The Sony Partnership is much more than a protection plan. Read on to discover what's in store when you join.

Become a Member and Receive a CD Cleaning Cloth, Absolutely Free!

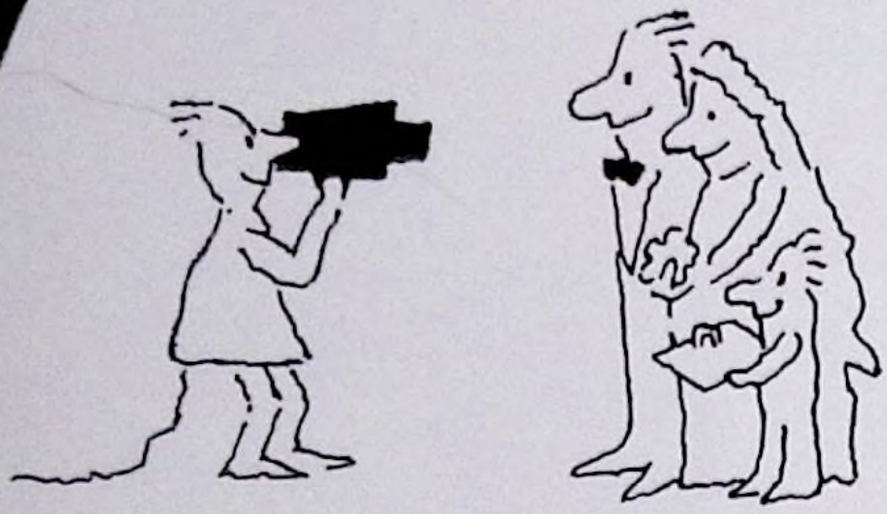
That's right, sign up today and in addition to the benefits of membership we'll send you this specially formulated cleaning cloth that is specifically designed to be used with CD's.

Accessories for Your CD Player at Member-Only Prices are Never More Than a Phone Call Away.

To fully appreciate your new CD Player you'll want to purchase a pair of our Dynamic Stereo Headphones. They'll help you get the most enjoyment from digitally recorded CD's. To order, simply call us toll free. You'll also be able to order any accessory for any other product Sony makes. And as we develop more accessories for your CD Player, they'll be made available to

members at
considerable discount
off suggested list prices.

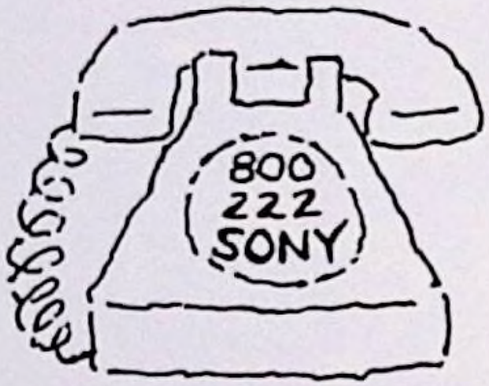
Video Equipment Rentals at Rates Reserved for Members.



As a member of The Sony Partnership, you can rent the latest Sony video equipment at special low prices. Whether you want to capture a birthday, vacation or just a picnic in the park, Sony-owned Service Centers can put you in the "Director's Chair."

How to Become Our Partner.
Fill out and return the Membership Application printed on the reverse side of this brochure within 90 days from the date you purchased your Compact Disc Player. A copy of your sales receipt must be attached. Include your check, money order, VISA or MasterCard number for $44.95. Your Partnership Kit will be sent to you by return mail.

We're as Close as a Toll-Free Call Away.
That's right. If you need to know anything about The Sony Partnership call our number 800-222-SONY or 201-930-7669.



We'll tell you the name of the nearest Sony Service Center or Authorized Sony CD Dealer. And we'll answer any other questions you might have about your benefits as a member.

SONY
MEGA BASS
SONY
D75
DIGITAL
D75
SONY
Discman

3-764-500-02 (2)

▼ **Cut along dotted line. Enclose in an envelope and send to: The Sony Partnership, P.O. Box 2841, General Post Office, New York, N.Y. 10116**

The Sony Partnership™

APPLICATION FORM +

Name _____

Address _____

City _____ State _____ Zip _____

Home Phone _____ Business # _____

Model # _____ Serial # _____ Date Purchased _____

☐ Yes, enroll me, enclosed is my check made payable to The Sony Partnership.

2 Yr. Protection Plan	$44.95
Applicable Sales Tax*	_____
Total Amount Enclosed	_____

☐ Charge instead to: ☐ VISA ☐ Mastercard Expires _____

Account Number ☐☐☐☐☐☐☐☐☐☐☐☐☐☐☐☐☐

_____

Signature Date

SONY
THE LEADER IN DIGITAL AUDIO ™

*Applicable sales tax must be added in AZ,AR,DC,FL,HI,IA,KS,LA,MS,NJ,NY,OH,OK, PA,TN,TX,UT,VA,WA,WI.

+ OFFER NOT VALID IN FLORIDA

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